

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, February 15, 2018

City Hall ~ 820 St. Joseph

12:00pm

**Call to Order and Certification of Quorum**

Chairwoman Crozier called the meeting to order at 12:00pm. A quorum was declared present.

**Members present:** Barbara Crozier, Holly Danz, Dawn O'Donnell, Ann Covert, Ken Morrow,; **Members absent:** Suzanne Sexton, Alison Rodriguez ,Chris Kappmeyer, Paul Frenzel; **Ex officio present:** none; **Staff present:** Clint Hille ; **City Officials present:** Genora Young, Barbara Friedrich; **Guests:** Kat Penrose, Terry Fitzwater, Abby Casares, Tiffany Hutchinson

**Public Comments:** Guests introduced themselves - Abby Casares representing the request for funds for a float in a Military Parade; Terry Fitzwater representing the request for funds for the Come & Taste It festival.

**Approval of Minutes**

1. **Approval of Minutes:** The minutes of the January 18, 2018 meeting were approved.

**REPORTS**

2. **Staff Reports**

**A. JB Wells.** Jr. High Rodeo will be here in May and this is also a bid year. If anyone has items for the buckets, those items need to be to Anne by May 11<sup>th</sup>.

**B. Main Street.** The board approved sponsoring and helping with the beer and wine festival. The art festival will have use of their 501(c)3 to pay invoices, etc. Still working on June concert series and Star Spangled Spectacular. Pilot Club had asked to be on their agenda as they had an idea for Winterfest; the board gave their blessing for the idea of doing a wine and wassail trail.

**C. Tourism Director.** Still working with Adam Libby to coordinate Shorty Gorham bull fight exhibition on May 19<sup>th</sup>. Expecting a request for funds for the event. Come and Taste It Festival – sponsorship levels have been developed and 3 sponsorships have already been sold. Vendor applications are available as well. The Chris Eska film will be shown at The Lynn. Making preparations for the Jr. High Rodeo directors and participants. Clint Hille attended an informational conference and will implement some of the things he learned. Also working on brochures and maps. Some discussion on the upcoming Tourism week. Also discussed the billboard situation – lots of pros and cons for keeping vs. getting rid of boards. Will be reviewing the billboards. Several other advertising opportunities available – Clint will be reviewing to decide which ones are feasible/sensible. Two town hall type meetings will be held to discuss the

importance of having the Jr. High Rodeo come to town. The Historic Homes Association book has arrived; available at the Chamber.

3. **Report on Spring Garden and Grounds tour.** No other discussion as this has somewhat morphed into the come and Taste It Festival; will keep it on the back burner.
4. **Report on Occupancy Trends.** No report.
5. **Report on Pioneer Village.** No report.
6. **Report from Advisory Members on Event Development.** No further discussion.
7. **Report on Upcoming Events.** Chamber of Commerce Banquet February 23rd; Gonzales Stock Show March 1-3; Texas Independence Relay March 23-24; City Wide Garage Sale April 14; Come and Take It Beer, Wine and Arts Festival April 28; 40 Fellas Food Fest April 28; American Freestyle Bullfight May 19.
8. **Financial Report.** As of the end of the 1<sup>st</sup> quarter, HOT funds collected are \$97,763.91. To date, earned HOT funds are at \$134,662.

#### **ACTION ITEMS**

9. **Approval of dispersal of \$2500 funding for Texas Independence Relay.** Dawn O'Donnell moved to disperse the funds for Texas Independence Relay, Holly Danz seconded. Ann Covert asked if there was a post report from the last event to show rooms used; most if not all were full. Motion carried.
10. **Discussion of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events.** City Council would like the Board to send a proposed policy for approval so we are all in alignment from the requesting to the dispersing of funds. As of now, all funding requests go to Council for approval. This policy would give us a threshold of what dollar amount is allowed for the board to approve without it going to Council.
11. **Request from Gonzales Inquirer for consideration of funding for advertising for Come and Taste It Festival \$2,499.** Motion made by Ken Morrow to approve funding, Dawn O' Donnell seconded. Terry Fitzwater discussed where these advertising funds would go – Texas Press Association will run one ad in every paper in Texas that's part of their program. Will also be doing radio ads, Discover magazine, social media; as well as posters and other signage. Ad with TPA should be a 2x4-sized or 2x5-sized ad. Motion carried.
12. **Request for funding from Abigail Mata Casares to sponsor float in Military Parade during SA Fiesta \$4,200.** Ken Morrow moved to approve the funding, Holly Danz seconded. This request is not the normal type of funding request. For legalities, this event would need to promote lodging in order to receive advertising funds. But could find other ways to support the cause behind the request should the lodging advertising not be feasible. The group would have some say in the decorating of the float/barge regarding flags, signage, etc but not sure to what extent.

Ann Covert moved to amend the motion from \$4,200 to \$2,000; amendment was accepted.  
Motion carried.

13. **Call for new agenda items for the following meeting, by members.** None.

14. **Set date and time of next regular meeting.** Next regular meeting to be March 8th at 12pm.

Chairwoman asked for a motion to adjourn. Ann Covert moved that we adjourn. With a second from Holly Danz, the meeting was adjourned at 1:05pm.

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Holly Danz, Secretary